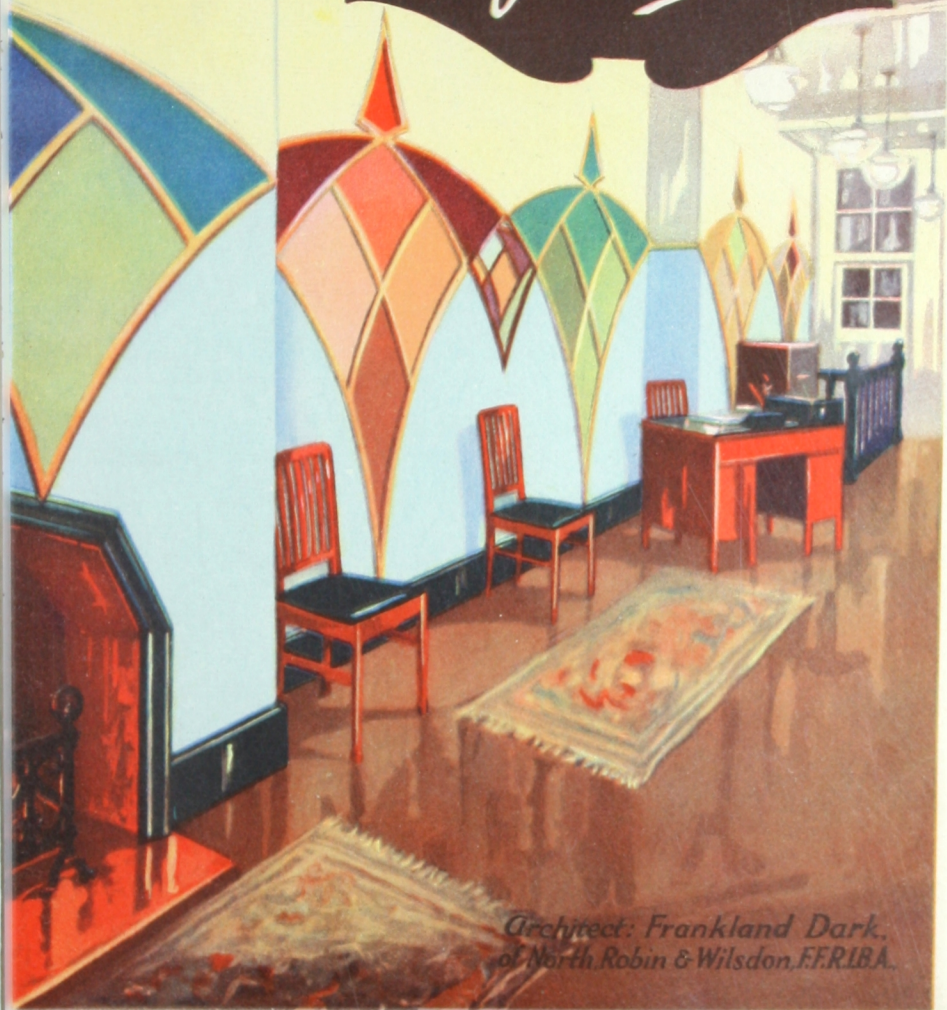


GOODLASS'

*Superfine
Finishes.*



Architect: Frankland Dark,
of North, Robin & Wilsdon, F.F.R.I.B.A.



*This trade mark is known
all over the world as
representing the highest
possible standard of quality*

GOODLASS,

SUPERFINE FINISHES

*Decorative Work
calling for the
highest efficiency
and to stand
extraordinary conditions
is portrayed in
this book*

GOODLASS, WALL & CO., Ltd.

Makers of Fine Colours, Enamels, and Varnishes

ESTABLISHED 1840

42, SEEL STREET, LIVERPOOL

Telephone : ROYAL 2973.

Telegrams : "GOODLASS, LIVERPOOL"

24, MARGARET STREET, LONDON, W.I.

Telephone : LANGHAM 3304-5.

Telegrams : "GOODLASSA, WESDO, LONDON."

A Selection of **GOODLASS'** **SUPERFINE** **SPECIALITIES**

"SWANSDOWN" Superfine Enamel

"COMBINOL" Hard Drying GLOSS PAINT
and Flat Drying OIL PAINT

"VALSPAR" VARNISH

"The Varnish that Won't Turn White"

GOODLASS' FAST REDS and PRIVET GREENS
Will not fade, whether used
inside or outside

"BRUSTANE" SCUMBLE COLOURS

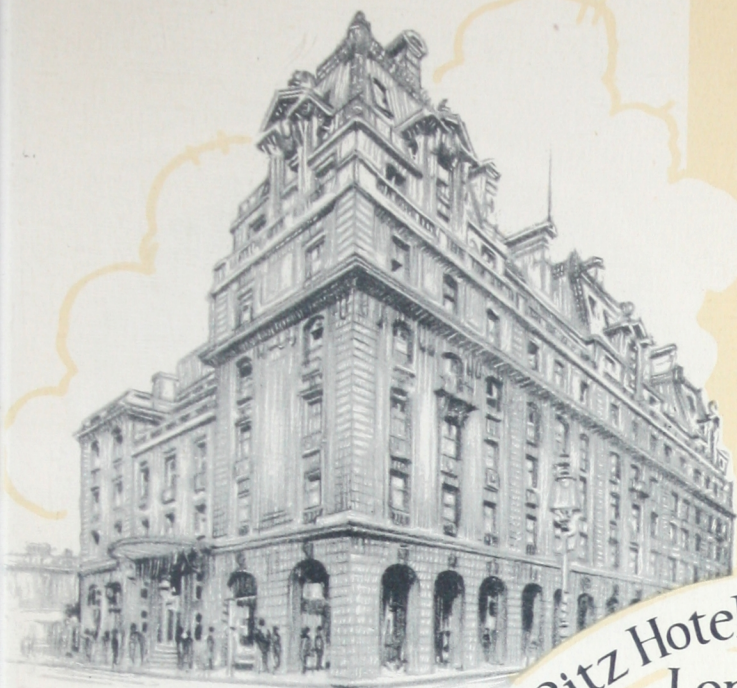
"SEALAPORE" Coating for NEW Dry CEMENT

GOODLASS' IMPENETRABLE
Tarproof KNOTTING

"PINTESCO" Genuine Washable WATER PAINT

When requiring expert technical advice on
all types of finishes, please do not hesitate
to call-upon our services

*Goodlass, Wall
& Co., Ltd*



Ritz Hotel London

"Combinol" Flat Paint and "Combinol" Hard Gloss Paint applied over "Combinol" Undercoating, were very successfully used for the decoration of this famous Hotel.

PROOF OF "COMBINOL" PAINTS WEARING FOR SIX YEARS ON EXTERIOR WORK IN KENT

THE KENT COUNTY COUNCIL SCHOOLS are regularly painted with "Combinol" Paints. As an instance of extraordinary wearing power experienced with this material, we cite the case of the Minster Halfway School, which was painted outside with "Combinol" Paints in 1925. The paintwork was surveyed in January, 1930, and found in such excellent condition that repainting was deferred for a further twelve months.

Hotel Rubens London



The remarkable success of Goodlass' Finishes in the Hotel World is entirely due to the fact that the Specialities employed have permanent decorative qualities that enable them to successfully withstand hard and continual wear and still look their best.

Following is a selection of the most prominent users :

The IMPERIAL HOTEL
The HYDE PARK HOTEL
The SHAFTESBURY HOTEL
The CARLTON HOTEL
The PARK LANE HOTEL
The BONNINGTON HOTEL
The CORA HOTEL
The WEST CENTRAL HOTEL
The RUBENS HOTEL
The NATIONAL HOTEL
The GRAND HOTEL
(Brighton)

The BEDFORD HOTEL
The LINCOLN HALL HOTEL
The ENDSLEIGH HOTEL
The PREMIER HOTEL
The RAGLAN HOTEL
The ROYAL HOTEL
The WHITE HALL HOTELS
The BERESFORD HOTEL
The COUNTY HOTEL
The LANGHAM HOTEL
The MIDLAND ADELPHI HOTEL
(Liverpool)



Imperial Hotel London

PROOF OF "COMBINOL" PAINTS WEARING FOR SIX YEARS ON EX- TERIOR IRONWORK IN LONDON

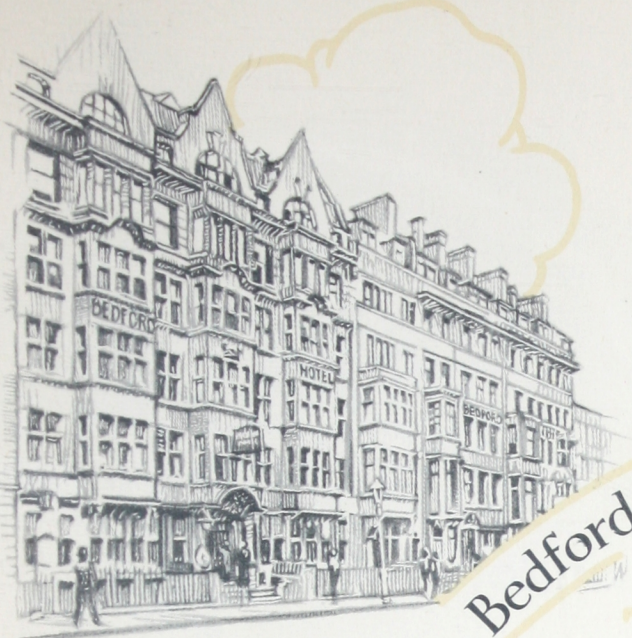
The iron railings, Hilly Fields, Brockley, surrounding approximately 45 acres of ground, painted in July, 1925, with "Combinol," were found in such excellent condition in 1930, that repainting was deferred for another year. In view of the fact that this was IRONWORK and subjected to the destructive action of the London atmosphere, also that these railings face to all points of the compass, we submit that the life of the Paint—SIX YEARS—is proof of extraordinary durability; unique in paint history.



Grand Hotel Brighton

Because of its hard wearing, brilliant finish, "Swansdown" Superfine Enamel is deservedly popular as an interior finish throughout the Hotel World.

This speciality possesses certain exceptional features not found in ordinary Enamels. For instance, it flows out well to a glass-smooth finish, and dries hard well within 24 hours. Again, it possesses exceptional body for Enamel, whilst its brilliant, durable finish wears for years. We have known instances of "Swansdown" standing for 20 years on interior work.



Bedford Hotel
London

"Combinol" Flat Oil Paint is perfect for all interior decoration. TWO COATS only are required over normal surfaces: plaster, old distemper, water paint, enamel, metal work, radiators, etc.



Royal Hotel
London



Cora Hotel

London



Endsleigh Hotel

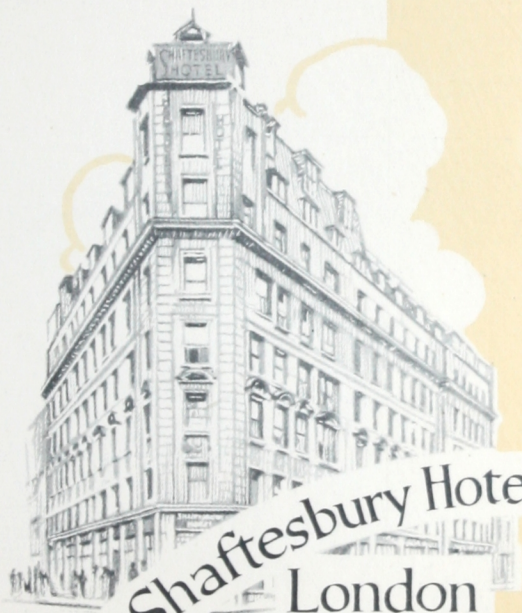
London

Apar
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and
for
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Park Lane Hotel
London

Apart from Hotels, "Combinol" Flat and Gloss Paints and "Pintesco" Washable Water Paints are regularly employed by Public Authorities and County Councils for Schools, Public Offices, Parks, and Road Maintenance. A special list of such users will be submitted to those interested, upon request.

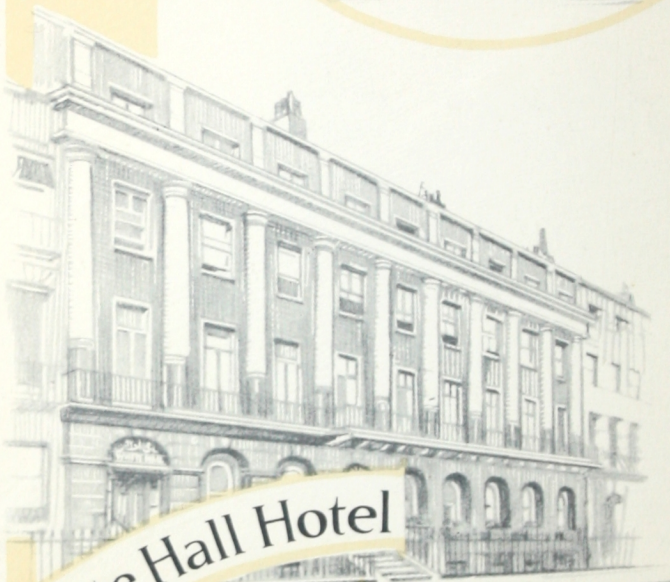


Shaftesbury Hotel
London

Langham Hotel
London



White Hall Hotel
London



The Cunard
with "Sw
Enamel an

The Nor
Lloyd S.S.
and its sis
"Europa"
ated with
Enamels.

Hoyal Mo
ished with
"The Van
white."



The Cunard Liners are decorated with "Swansdown" Superfine Enamel and Undercoating, etc.

R.M.S. Aquitania



The North German Lloyd S.S. "Bremen" and its sister ship S.S. "Europa" are decorated with "Valspar" Enamels.

S.S. Bremen



Hoyal Motor Boats are varnished with "Valspar" Varnish, "The Varnish that won't turn white."

Hoyal Motor Boat



Lloyds London

The selection of "Combinol" Finishing and Undercoating Paints, etc., for the decoration of this magnificent £1,000,000 building—an addition to the City in recent years which is counted amongst the modern masterpieces in architecture—is a very complete endorsement of our claims on their behalf.

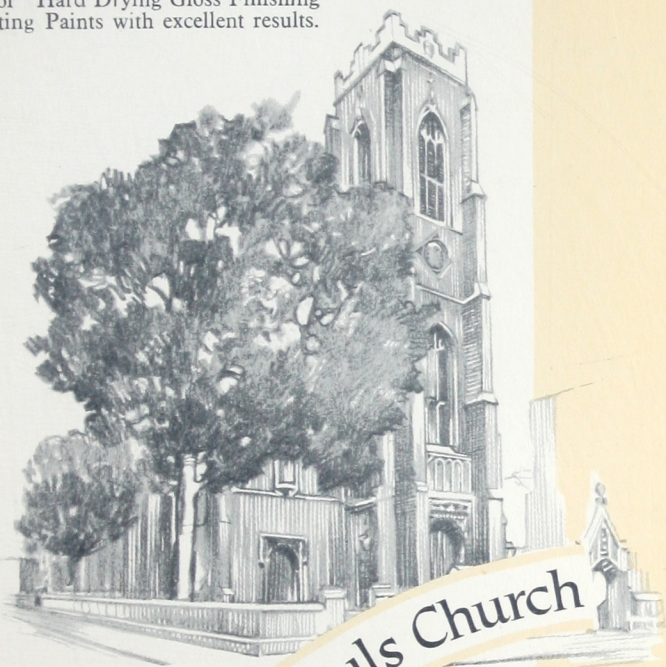
Parts of this f
decorated with
and "Combinol"
and Undercoat

The frequent
Specialities
chapels insta
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have been em



Greenwich Hospital

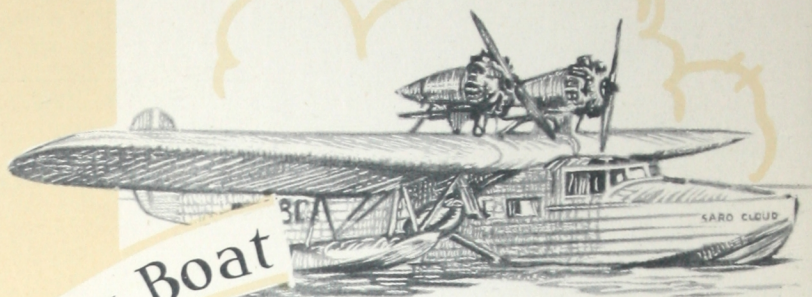
Parts of this fine old building have been re-decorated with "Swansdown" Superfine Enamel and "Combinol" Hard Drying Gloss Finishing and Undercoating Paints with excellent results.



St. Pauls Church Knightsbridge

The frequent use of Goodlass' Specialities in churches and chapels instances yet another sphere of usefulness in which they have been eminently successful.

Flying Boat Saro Cloud



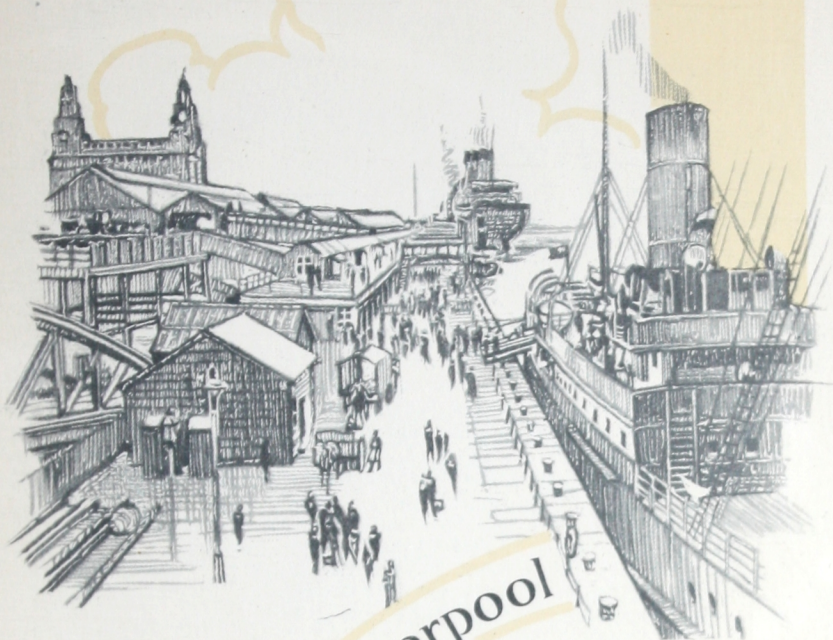
THE AIR MINISTRY

approved "Valspar" products for Airplane and Seaplane work after extensive tests. They were found to comply with the very exacting requirements of the Air Ministry Specifications *in every particular*.

Our illustration depicts the "Saro Cloud" constructed by Messrs. Saunders Roe, Cowes, Isle of Wight, on which "Valspar" Varnish was very successfully used.

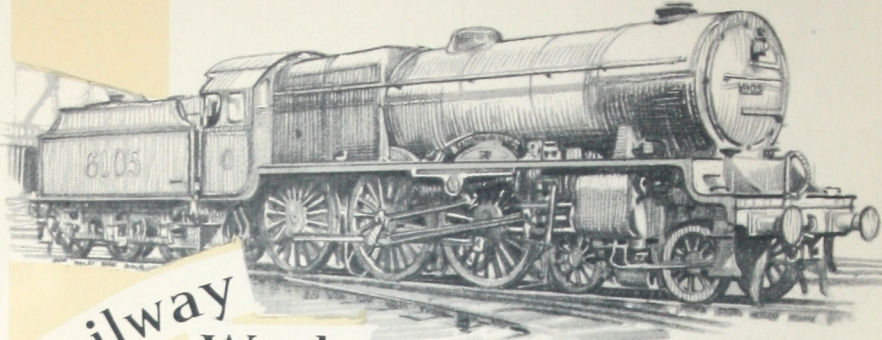
"Valspar" Varnishes and "Valspar" Enamels are proof against hot and cold water, salt water, petrol, oil and hydrochloric acid, etc., whilst '880 ammonia—which is a solvent of paints and varnishes—can be poured over it continuously without detriment to its glass-like finish.

These tests prove the extreme toughness of this well-known Varnish and explain its universal use on speed-boats, waterside property, petrol pumps and wagons, ocean liners, airplanes, seaplanes, etc.



Liverpool Landing Stage

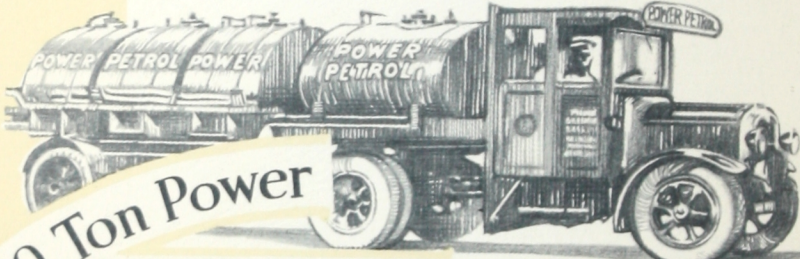
"Combinol" HARD GLOSS FINISHING and UNDERCOATING PAINTS are used by the Mersey Docks and Harbour Board for the protection of their property at Liverpool Landing Stage, etc. They are chosen for this work because of their ability to withstand the action of sea air and salt spray. "Combinol" stands for years even under such adverse conditions.



Railway Work

RAILWAY COMPANIES use Goodlass' materials regularly for rolling stock and also for Hotel and Restaurant decoration and maintenance work on their Estates, a notable example being the Great Western Railway Estate Department. Some regular users are:

Great Western Railway.
London, Midland & Scottish Railway.
London & North Eastern Railway.
Cheshire Lines Committee.
Great Northern of Ireland.
Great Southern of Ireland.



20 Ton Power Petrol Wagon

The POWER Petroleum wagons are varnished with "Valspar" Varnish applied over "Valspar" type ground coats.

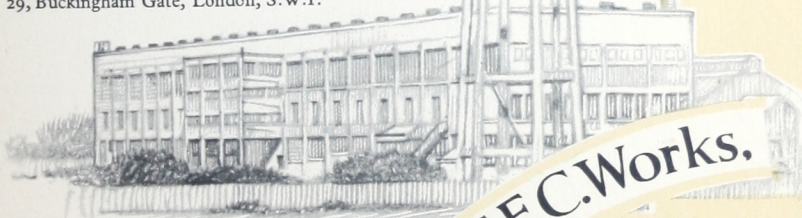


Hope Bros, Ltd London

Modern shops and stores find that Good-lass' Finishes give exactly that economical, artistic, and preservative decoration which is essential to their requirements.

"Combinol" Special Heat Resisting Gloss Paint and Undercoating were very successfully used for the treatment of all Radiators and Hot Water Pipes.

Work done by F. G. MINTER (DECORATIONS), LTD.,
29, Buckingham Gate, London, S.W.1.



G.E.C. Works, Wembley

The illustrations upon these pages give some idea of the many and varied spheres in which Goodlass' Finishes and Specialities give yeoman service.

"Swansdown" Superfine Enamel and "Combinol" Hard Drying Paints are chosen for the decoration of Hospitals throughout the country—because of their extraordinary durability and 100 per cent. hygienic value. Outstanding examples are:

The OLD SEAMEN'S HOSPITAL, GREENWICH
(*Sir Christopher Wren's Building*).

The SOUTH LONDON HOSPITAL, CLAPHAM COMMON.

The WEST MIDDLESEX HOSPITAL, ISLEWORTH.

The COUNTY MENTAL HOSPITAL, CHESTER.

The ROYAL ALBERT INSTITUTION, LANCASTER.

The COUNTY MENTAL HOSPITAL, WINWICK.

The COUNTY MENTAL HOSPITAL, WHITTINGHAM.

The COUNTY MENTAL HOSPITAL, WAKEFIELD

The BUCKS COUNTY MENTAL HOSPITAL.

The LEICESTER & RUTLAND MENTAL HOSPITAL.

The LEICESTER CITY MENTAL HOSPITAL.

The GLOUCESTER COUNTY MENTAL HOSPITAL.

The THREE COUNTIES HOSPITAL, ARLESEY.

The COUNTY MENTAL HOSPITAL, RAINHILL.

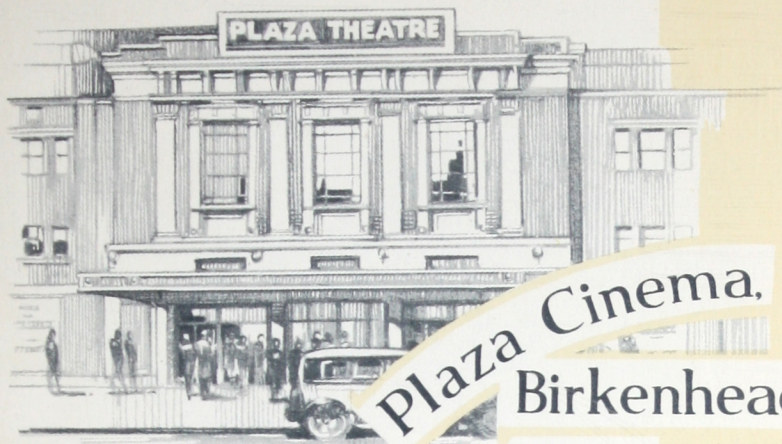
The ORTHOPÆDIC HOSPITAL, OSWESTRY.

The ROYAL INFIRMARY, MANCHESTER.

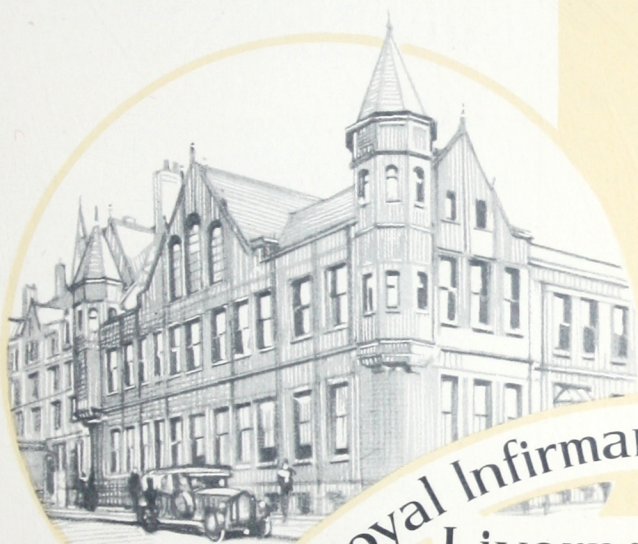
The ROYAL INFIRMARY, LIVERPOOL.

The FAZAKERLEY HOSPITAL, LIVERPOOL.

The SPARROW HALL HOSPITAL, LIVERPOOL



Plaza Cinema,
Birkenhead



Royal Infirmary,
Liverpool



Junior Carlton
Club



Crown House
Aldwych

Goodlass'
manufactur
Monoxide,
are manuf
and are us



Lex Garage. London, Etc.

Goodlass' Garage Paints are specially manufactured to withstand Carbon Monoxide, Exhaust Gases, etc. They are manufactured for either brush or spray application and are used for the well-known chain of LEX Garages.



Parkes. London, Etc.



MacFisheries Ltd

"Combinol" Paints are used exclusively for the decoration of MacFisheries' premises. The BLACK upon the roller shutters has to dry board-hard overnight. The WHITE used upon the inside surfaces must give an enamel-like finish in two coats, and be resistant to the action of hot and cold water, used daily for washing down. For the blinds, "Combinol" SUNBLIND PAINT is used—an ideal finish for this purpose on account of its quick-drying and non-fading properties.

BREWERY COMPANIES

are very exacting in their demands upon Paints, Varnishes and Enamels. Consistency, protection, damp-resisting and hygienic qualities are essential.

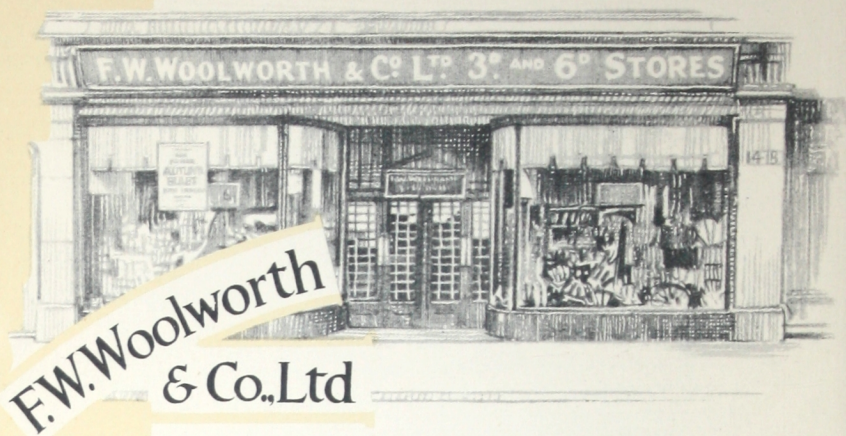
It is significant that amongst our extensive clientele the foremost Brewery Companies figure prominently.

Regular users are :

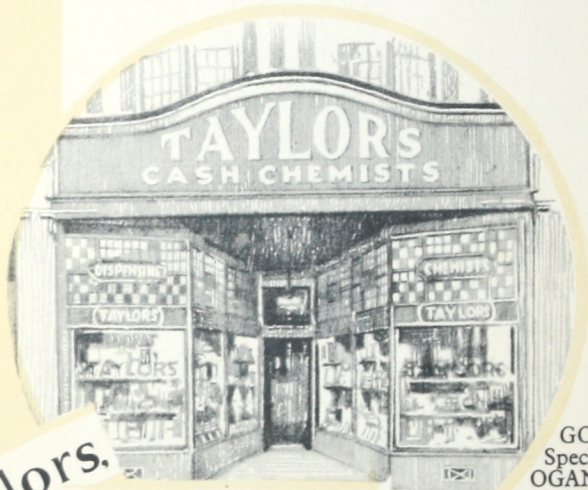
BASS, RATCLIFF & GRETTON, LTD.	NORTHAMPTON BREWERY CO., LTD.
CHARRINGTON'S BREWERY.	STAR BREWERY CO., LTD.
COURAGE & CO., LTD.	STRONG & CO., of Romsey, Ltd.
FREMLIN'S, LTD.	TAYLOR WALKER & CO., LTD.
FRIARY, HOLROYD & HEALY'S BREWERIES, LTD.	TRUMAN, HANBURY, BUXTON & CO., LTD.
GUINNESS, SON & CO., LTD.	WATNEY, COMBE, REID & CO., LTD.
HOARE & CO., LTD.	WHITBREAD & CO., LTD.
KEMP TOWN BREWERY CO., LTD.	WORTHINGTON & CO., LTD.
MEUX'S BREWERY CO., LTD.	WALKER & CAIN, LTD., Warrington and Liverpool.

OTHER LARGE COMMERCIAL USERS OF GOODLASS' FINISHES INCLUDE :

AERATED BREAD CO., LTD.
AUTOMATIC TELEPHONE CO., LTD.
BRITISH HOME STORES, LTD.
BRITISH IMPERIAL TOBACCO CO., LTD
BRITISH INSULATED & HELSBY CABLES CO., LTD
BURROUGHS, WELLCOME & CO.
CHATWOOD SAFE CO., LTD.
CHUBB & SON'S LOCK & SAFE CO., LTD.
CLARK'S BREAD CO.
HOVIS, LTD.
W. & R. JACOB & CO., LTD.
MILNER'S SAFE WORKS, LTD.
NESTLE'S, LTD.
PATON CALVERT & CO., LTD.
MATCHLESS Metal Polish Factory.
RATNER SAFE CO., LTD.
SPIERS & POND, LTD.
UNITED DAIRIES (London), LTD



GOODLASS' FAST RED and "VALSPAR" VARNISH are used exclusively for the treatment of the famous Woolworth facias. The Fast Red WILL NOT FADE or TURN BROWN, whilst "Valspar" Varnish withstands daily washing for years without loss of its brilliant finish.



GOODLASS' Special MAHOGANY STAIN and "VALSPAR" VARNISH are used very successfully for finishing these well-known frontages, in place of the old-fashioned and less durable French Polish.

GENERAL SPECIFICATION

GENERAL SPECIFICATION FOR USE OF GOODLASS' "PINTESCO" WASHABLE WATER PAINT

NEW PLASTER. Before applying "Pintesco" over new plaster, reference must be made to the pattern book, which details shades not safe on such surfaces.

The surface should first receive a coat of "Pintesco" Priming Liquid, and when thoroughly dry, two coats of "Pintesco" should follow in the usual way.

1st Coat thinned with Petrifying Liquid in proportion of—
1 part liquid,
3 parts body colour.

2nd Coat—
1 part liquid,
5 parts body colour.

OLD PLASTER AND CEILINGS. Remove all loose and flaky material by scraping, and thoroughly wash off old distemper, whitening or limewash; make good any filling with a mixture of Plaster of Paris and "Pintesco" body colour. Apply one coat of "Pintesco" Priming Liquid, and when thoroughly dry, apply two coats of "Pintesco" thinned as directed above, using water or Petrifying Liquid.

On good, sound surfaces two coats of "Pintesco," thinned in the proportions given, will ensure satisfactory results. One cwt. will cover approximately 700 square yards, when thinned in the proportion of one part water and five parts body colour.

"Pintesco" when required for OUTSIDE USE must be specified when ordering, and must be thinned with Petrifying Liquid only.

"Pintesco" is a GENUINE Water Paint and conforms to Home Office Order No. 616, whereby Factories and Workshops on which it is used need only be repainted once in three years instead of yearly.

GENERAL SPECIFICATION

GENERAL SPECIFICATION FOR USE OF "COMBINOL" FLAT OIL PAINT

For Inside Use Only

Flat "Combinol" may be used on all sound surfaces which have previously been painted with distemper, water paint, oil paint and new *dry* plaster, etc. Old gloss surfaces must be thoroughly flatted down before applying Flat "Combinol."

On New Wood, brush the Preparatory Liquid well into the grain. On *New Dry Plaster*, first apply freely one coat of "Combinol" Preparatory Liquid and follow with two coats of "Combinol," allowing twenty-four hours for drying between coats. Apply "Combinol" in full round coats, laying off slightly and evenly; do not overbrush for best results.

"Combinol" Preparatory Liquid is an effective suction stopper and is remarkable for its resistance to chemical action in the wall.

Where it is desired to strip off old wallpaper and redecorate with "Combinol," the plaster should be washed with turpentine substitute, not water. Cracks and broken plaster should be made good with Plaster of Paris, Keene's or Quick Oil Paste Filler. When thoroughly dry, apply freely one coat of "Combinol" Preparatory Liquid and finish with two coats of "Combinol."

For additional information, see "Combinol" Flat Oil Paint pattern book. One gallon covers approximately 80/90 square yards.

"Combinol" Flat is definitely washable throughout its life without the least injury to its velvety, matt finish. Ordinary wall paints are partially removed by washing or scrubbing—not a trace of "Combinol" Flat can be removed in this way and the reason is, the special *Varnish* used in its manufacture. Hence this speciality possesses the greatest durability of all flat finishes.

"Combinol" Flat is available in a range of beautiful colours, also Broken White, Ivory White, Cream and several specially selected light tints, all being intermixable if variation is desired.

GENERAL SPECIFICATION

GENERAL SPECIFICATION FOR USE OF GLOSS "COMBINOL"

Inside or Outside

Old Paint on outside woodwork must be thoroughly burnt off, or effectively removed, and knotted where necessary with Pure Shellac Knotting. Apply one coat of White or Red Lead Oil Primer, allow to thoroughly dry, and follow with one or two coats of "Combinol" Undercoating, finishing with one coat of Gloss "Combinol."

For Ironwork, remove all rust effectively with steel brushes or scrapers. Apply one coat of "Combinol" Undercoating, followed with one coat of Finishing Gloss "Combinol."

For inside, wash down well all old paint, sandpaper where necessary, and apply one coat of Undercoating and one coat of Finishing Gloss "Combinol."

One gallon Undercoating covers approximately 110 square yards.
One gallon Finishing covers approximately 90/100 square yards.

GENERAL SPECIFICATION FOR USE OF "SWANSDOWN" ENAMEL

NEW WOODWORK. Protect knots with two coats of White Knotting or, for perfect protection, use Gold Leaf. Apply one coat of White Lead Primer, two coats of "Swansdown" Undercoating, and, when dry, flat down smoothly with fine "Wetordry" paper, or Flour Pumice and Water; thoroughly dry the surface and apply one good coat of "Swansdown" Enamel.

For the best finish, apply three coats of "Swansdown" Undercoating over the primer, flattening down smoothly each coat, finishing off with one good coat of "Swansdown" Enamel.

For renovating over old enamelled or gloss-painted surfaces, first wash down well and flat the surface smoothly. If free from cracks a beautiful finish can be obtained by applying one good coat of "Swansdown" Enamel. If the surface is marked or defective, apply one coat of "Swansdown" Undercoating, flat smoothly, and finish with one coat of Enamel.

One gallon of "Swansdown" Enamel covers approximately 90 square yards.

SEALAPORE TRANSPARENT COATING

A Preparation for Curing Damp Walls

Two coats on exterior walls—brick, stone, stucco, or cement—will effect a cure, enabling interior walls to be safely treated.

This preparation is also extensively used for the treatment of NEW DRY Plaster. When dry it gives an ideal foundation, gripping hard on to the surface.

GOODLASS' IMPENETRABLE Tarproof KNOTTING

*A Preparation for stopping back Creosote, Tar,
Dr. Angus Smith's Solution, Wood Preservatives,
Smoky or Stained Ceilings and Walls, etc.*

This preparation solves a number of hitherto baffling problems where surfaces of the above-mentioned character are encountered.

GOODLASS' FAST REDS

GOODLASS WALL & CO., LTD., are the inventors and most successful manufacturers of FAST REDS; nothing has yet been discovered to equal them in permanence and brilliance.

Well-known users include:

BUS COMPANIES.

COACH BUILDERS.

RAILWAY COMPANIES.

PUBLIC AUTHORITIES.

TRACTION COMPANIES.

SIGN WRITERS.

SHIPPING COMPANIES.

ETC., ETC.



*This trade mark is known
all over the world as
representing the highest
possible standard of quality*

